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fashion calendar

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1953

january

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february

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february

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march

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35 west 53rd street • new york 19 • circle 7-4447

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
	WEEK ENDING FRIDAY, JUNE 12, 1953		
Friday June 12 9:00 A.M.-10:30 A.M. Breakfast	PREVIEW OF FALL FOUNDATION FASHIONS	THE H.W. GOSSARD CO.	ST. REGIS HOTEL ROOF
	Highlights of Gossard's Fall collection of foundations will be shown to the press during breakfast. By invitation only. Contact: Mr. Wayne B. Beaudette, The H. W. Gossard Co., 111 North Canal, Chicago, Ill.		
Friday June 12 11:00 A.M.	PRESS PREVIEW: SOPHIE READY-TO-WEAR ORIGINALS	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
	Ready-to-wear Sophie Originals for Fall and Winter, designed by Sophie, in collaboration with Stephen Erklin. By invitation only. Sophie Publicity: Grace de Mun, PL. 3-4000, Ext. 7064.		
Friday June 12 3:00 P.M.-6:00 P.M. Cocktails	SHOWING OF FALL "HITS BY DRITZ"	JOHN DRITZ & SONS	1115 BROADWAY (AT 25TH STREET)
	John Dritz & Sons, "architects of modern sewing aids", will present Fall "Hits By Dritz". By invitation only. Publicity: Julia McCombs, at John Dritz, WA. 4-0400.		
Friday June 12 4:00 P.M. Champagne	PREVIEW OF FALL BRAS & BRASLIPS	MME. ADRIENNE, INC.	200 MADISON AVENUE SALON
	Madame Adrienne will present bras and braslips for Fall, 1953. By invitation only. Contact: LE. 2-2498.		
	WEEK BEGINNING SUNDAY, JUNE 14, 1953		
Beginning Sunday June 14-June 18	CORSET & BRASSIERE MARKET WEEK	CORSET & BRASSIERE EXHIBITORS' GUILD	HOTEL McALPIN
	Show opens at 12:00 Noon, Sunday, June 14. Hours: 9:00 A.M. to 5:00 P.M. daily. Late session Tuesday, June 16, until 9:00 P.M. Contact: Jed Sylbert, 220 5th Avenue, MU. 3-1593.		
Monday June 15 12:30 P.M. Luncheon	NEW BRA FASHIONS AT LUNCHEON SHOW	LOVABLE BRASSIERE CO. (180 MADISON AVENUE)	HOTEL STATLER SKYTOP ROOF
	The Lovable Brassiere Co. will present a fashion show for the press and buyers. By invitation. Contact: Phyllis Arnold at Lovable, MU. 6-7788.		
Monday June 15 4:00 P.M. Cocktails	PREVIEW OF FALL MILLINERY COLLECTION	HARRYSON HATS, INC.	711 FIFTH AVENUE SHOWROOM
	Harryson will show their Fall millinery to the press and trade. By invitation. Publicity: Maud G. Moody, 347 5th Ave., LE. 2-5562.		
Monday June 15 5:30 P.M. Cocktails	COCKTAIL PARTY FOR BUYERS	MAIDEN FORM BRASSIERE COMPANY	HOTEL PLAZA BALLROOM
	The Maiden Form Brassiere Co. will invite buyers to a special cocktail party on the first day of Corset Market Week. By invitation only. Contact: Inez Foster, OR. 9-0111.		

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday June 15- June 19 10:00 A.M.- 5:00 P.M.	COUTURE EN GROS FASHIONS ON EXHIBIT	"LES TROIS HIRONDELLES"	610 FIFTH AVENUE ROOM 414
	The French Commercial Counselor, Department of Exhibitions, will exhibit fashions of the Association des Maisons Francaises de la Couture en Gros, featuring clothes from 30 manufacturers. By appointment only. Publicity: Rosemary Sheehan, 630 5th Ave., CI. 7-8060.		
Beginning Monday June 15	OPENING OF FALL COLLECTION	PHILIP HULITAR, INC.	37 WEST 47TH STREET SHOWROOM
	Showing of Philip Hulitar's Fall collection at 10:30 A.M. and 2:30 P.M. daily. Contact: CO. 5-7145.		
Beginning Monday June 15	SHOWING OF NEW CASUAL DRESSES	E-Z-SWAY	1384 BROADWAY SHOWROOM - 20TH FL.
	Daily showings of E-Z-Sway casual dresses, made in Miami in conjunction with Serbin. Contact: Joe Feigenbaum, BR. 9-9568.		
Beginning Monday June 15	FALL COLLECTION BY ROBERT GAUTIER	MARGBERT CO. (ASHEVILLE, N.C.)	ELLEN LOCKWOOD 1410 B'WAY-19TH FL.
	Margbert Co.,distributors for Robert Gautier of Paris, will present sweater blouses in imported fabrics at continuous daily showings. Contact: Ellen Lockwood, WI. 7-6122.		
Monday June 15- June 17	2ND ANNUAL RETAIL DISPLAY WORKSHOP	NRDGA; NYU SCHOOL OF RETAILING	N.Y. UNIVERSITY WASHINGTON SQ.
	Contact: School of Retailing, SP. 7-2000.		
Tuesday June 16 9:30 A.M. Breakfast	PREVIEW OF BELTS AND BELT WARDROBES	DAME BELT COMPANY (347 FIFTH AVENUE)	1407 CLUB 1407 BROADWAY
	"There's Nothing Like A Dame"--showing of belts by Dame for Fall and back-to-school, with clothes and other accessories from Franklin Simon. By invitation only. Contact: David Mehler, Dame Belt Co., MU. 5-0778.		
Tuesday June 16 10:00 A.M.- 12:00 Noon	FASHION SHOW AT ANNUAL CONVENTION	ASS'N OF FASHION & ACCESSORY DESIGNERS	HOTEL STATLER CONFERENCE ROOM
	Original designs by members of the National Association of Fashion and Accessory Designers (NAFAD) will be shown at a fashion preview prior to the 3rd annual convention of the Designers' Group (June 18-21). The Association is a sponsored project of the National Council of Negro Women. Contact: Constance Curtis, 200 E. 135th St., FO. 8-9380.		
Beginning Tuesday June 16 2:30 P.M.	OPENING OF FALL COLLECTION	ANTHONY BLOTTA, INC.	498 SEVENTH AVENUE SHOWROOM - 12TH FL.
	Showing of Anthony Blotta's Fall collection at 2:30 P.M. on June 16, 17 and 19. Thereafter, by appointment. Contact: PE. 6-8412.		
Tuesday June 16 3:30 P.M.	"VICARA" SWEATERS AT INFORMAL SHOWING	VIRGINIA CAROLINA CHEMICAL CORP.	HOTEL TUSCANY 120 E. 39 St.-Rm.1602
	Informal showing of "Vicara" sweaters for Fall. By invitation only. Contact: Editha Austin, 500 5th Ave., OX. 5-1542.		
Tuesday June 16 4:00 P.M.- 6:00 P.M. Cocktails	PREVIEW: RUSS RUSSELL FALL MILLINERY	O'CONNELL HAT CO. (1 WEST 39TH ST.)	SHERRY NETHERLAND CARNAVAL ROOM
	O'Connell Hat Co. will present the Russ Russell Fall millinery collection. Showing at 5:00 P.M. By invitation only. Publicity: Maud G. Moody, 347 5th Ave., LE. 2-5562.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday June 16 4:00 P.M.- 7:00 P.M. Cocktails	COCKTAIL PARTY FOR THE PRESS	THE PELLON CORP.	350 FIFTH AVENUE SHOWROOM-79TH FLOOR
	The Pellon Corporation will invite the press to a cocktail party in their new offices. By invitation only. Publicity: Eleanor Lambert, 785 5th Ave., MU. 8-2130.		
Wednesday June 17 4:00 P.M.- 6:00 P.M.	PREVIEW OF FALL MILLINERY FASHIONS	L. & B. KARO	5 EAST 37TH STREET SHOWROOM
	Fall millinery preview by L. & B. Karo. By invitation. Publicity: Maud G. Moody, 347 5th Ave., LE. 2-5562.		
Wednesday June 17 4:00 P.M.- 6:00 P.M.	MERCHANDISING FORUM ON FOUNDATION GARMENTS	WOMEN'S WEAR DAILY	HOTEL NEW YORKER GRAND BALLROOM
	Theme: "Merchandising This Fall's Corsets and Brassieres." Interpretation of Fall ready-to-wear trends and their coordination with foundation garments. Admission by ticket only. Contact: Earl W. Elhart, 7 E. 12th St., AL. 5-1212.		
Wednesday June 17 4:30 P.M.	PREVIEW: CHRISTIAN DIOR JEWELRY BY KRAMER	CHRISTIAN DIOR-NEW YORK, INC.	730 FIFTH AVENUE SHOWROOM-7TH FLOOR
	Christian Dior-New York, Inc. will present their Fall jewelry collection by Kramer. By invitation. Kramer Publicity: Talley Jordan, LO.4-1644.		
Thursday June 18 12:15 P.M. Luncheon	SPECIAL PROGRAM COMMITTEE LUNCHEON	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
	"Three Star Fashion Edition" at Fashion Group Luncheon: (1) Top designers personal views--illustrated on mannequins; (2) Virginia Pope's personal view of the Coronation; (3) The Regional Directors' Viewing (This is their biennial business meeting.) Moderator: Estelle Hamburger. Program Chmn.: Muriel Johnstone. Price: $5.00 for members; $5.25 for guests (two guests per member.) Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., 2 W. 59th St., EL. 5-7108.		
Thursday June 18 5:00 P.M.- 7:00 P.M.	PREVIEW OF FALL PATTERNS & FABRICS	MODES ROYALE PATTERNS (255 SEVENTH AVENUE)	1407 CLUB 1407 BROADWAY
	Modes Royale Patterns will present Fall and Winter fashions in the newest fabrics. By invitation only. Contact: Doris Miller, WA. 9-5806.		
June 21	FATHER'S DAY (Sunday).		
June 21	FIRST DAY OF SUMMER (Sunday).		
June 21- June 27	"SWIM FOR HEALTH WEEK"--25th Anniversary of campaign. Contact: Martin Stern, Exec. Dir., Swim for Health Ass'n., 60 E. 42nd St., VA. 6-0543.		
June 22- July 3	INTERNATIONAL HOME FURNISHINGS MARKET IN CHICAGO. Contact: The Merchandise Mart, Chicago, Ill.		
Beginning Monday June 22 10:30 A.M.	OPENING OF FALL COLLECTION	MILDRED O'QUINN	785 FIFTH AVENUE SHOWROOM
	Mildred O'Quinn will present her Fall collection of afternoon, cocktail and formal fashions at 10:30 A.M. daily through July 3. By reservation. Contact: PL. 9-8057.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday June 22 3:30 P.M.-6:30 P.M. Cocktails	PRESS PREVIEW: FALL LA TAUSCA JEWELRY	HELLER DELTAH CO.,INC. (411 FIFTH AVENUE)	GALLERY OF ART 15 EAST 57TH STREET
	"The Art of Jewels"--Heller Deltah will present their Fall collection of La Tausca jewelry. By invitation only. Publicity: Constance Hope, 200 W. 57th St., PL. 7-0515.		
Cancelled June 22	CEIL CHAPMAN'S PRIVATE PRESS SHOW, ORIGINALLY SCHEDULED FOR MONDAY, JUNE 22, AT 4:00 P.M., HAS BEEN CANCELLED.		
Beginning Monday June 22	OPENING OF FALL COLLECTION	TREO COMPANY	200 MADISON AVENUE SHOWROOM-18TH FLOOR
	Treo Company invites the press to preview "Ribbons and Laces"--a new luxury line of girdles and foundations. By appointment. Publicity: Lind-Gilbert Associates, 22 E. 60th St., PL. 3-4786.		
Tuesday June 23 9:30 A.M. Breakfast	PRESS PREVIEW: FALL "THALSPUN" FASHIONS	ALAMAC KNITTING MILLS (350 FIFTH AVENUE)	HOTEL PIERRE
	Press preview of Fall fashions created by leading manufacturers from Alamac Knitting Mills "Thalspun" Orlon-wool jersey. By invitation only. Publicity: Martin Stern, 60 E. 42nd St., VA. 6-0543.		
Thursday June 25 9:30 A.M. Breakfast	PRESS PREVIEW: FALL FUR FASHIONS	DORIS DAY FURS, INC. (130 W. 30TH ST.)	HAMPSHIRE HOUSE THE COTTAGE
	"Doris Day Makes the Fur Fly" all across the country in a clinic and fashion show produced for the average American woman featuring furs for every budget and silhouette. By invitation only. Publicity: Lind-Gilbert Associates, 22 E. 60th St., PL. 3-4786.		
Thursday June 25 10:00 A.M.-7:00 P.M.	HANDKERCHIEF FASHION DISPLAY - DEMONSTRATION	HANDKERCHIEF PROMOTIONS, INC.	WALDORF-ASTORIA PEACOCK LOUNGE
	Handkerchief fashion display based on theme "Your Hankie's Showing"; and demonstration by Lester Gaba on "Handkerchief Display Gimmicks." Display from 10:00 A.M. to 4:30 P.M. for the press and buyers. Forum at 4:30 P.M. for accessory buyers and merchandise managers. Contact: Mary Marsh Associates, 2 W. 46th St., PL. 7-5809.		
Saturday June 27	NATIONAL ASSOCIATION OF DISPLAY INDUSTRIES MARKET IN CHICAGO (June 27-July 1). Contact: 203 No. Wabash Ave., Rm. 1106, Chicago, Ill.		
June 28-July 3	NEW YORK LAMP SHOW AT HOTEL NEW YORKER. Contact: George F. Little Management, 220 5th Ave., MU. 9-7147.		
Monday June 29 12:30 P.M. Luncheon	FASHION SHOW DURING LUNCHEON	B. ALTMAN & CO.	HOTEL PIERRE COTILLION ROOM
	Special luncheon fashion show for American Sea Trade Association Convention, with a presentation of Summer fashions by B. Altman & Co. Altman Publicity: Mr. Ferris Megarity, MU. 9-7000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.		
Beginning Monday June 29-August 7 6:15 P.M.-8:45 P.M.	COURSE IN TEXTILE FABRICS	N.Y. UNIVERSITY SCHOOL OF RETAILING	100 WASHINGTON SQUARE EAST
	"Textile Fabrics: Natural and Synthetic Fibers"--6 week course given by the New York University's School of Retailing. Instructor: Susan Eastman, fabrics editor of Glamour magazine. Contact: NYU School of Retailing, SP. 7-2000.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday June 29- Sept. 7	"VACATION TIME" WATER COLOR EXHIBITION	BROOKLYN MUSUEM	EASTERN PARKWAY BROOKLYN, N.Y.
	The Brooklyn Museum will present "Vacation Time", an exhibition of 13 water colors and 1 oil by Winslow Homer. Open to public. Contact: Gertrude McAllister, NE. 8-5000.		
Monday July 6 11:00 A.M.	PREVIEW OF FALL "CHARMERS" HATS	JOHN FREDERICS, INC.	29 EAST 48TH STREET SALON
	John Frederics will invite the press and buyers to a showing of his Fall "Charmers" hat collection. By invitation. Publ.: Lily Davis, PL. 3-1010.		
Monday July 6 12:30 P.M. Luncheon	FALL MILLINERY AT PRESS PREVIEW	EMME	PLACE TO BE ANNOUNCED
	Emme will invite the press to a luncheon preview of her Fall millinery collection. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.		
Monday July 6 3:30 P.M.	FALL MILLINERY PANEL AND BUSINESS MEETING	MILLINERY MERCHANDISING EXECUTIVES ASSOCIATION	SAVOY PLAZA HOTEL CRYSTAL ROOM
	Annual forum of the MMEA, (changed to Monday afternoon this year), with fashion, merchandising and business experts discussing millinery trends, problems and developments. **Director:** Virginia Pope. Meeting followed by buffet. By invitation only. Contact: Ruth Weintraub, PL. 3-2116.		
Tuesday July 7 10:30 A.M.	PRESS PREVIEW OF FALL MILLINERY	BRAAGAARD-ANDRA	558 MADISON AVENUE SALON
	Preview of new Braagaard-Andra collection of Fall millinery. By invitation only. Contact: PL. 9-1823.		
Tuesday July 7 9:00 P.M.	SPRING MILLINERY FASHION SHOW	MILLINERY STAB. COMM.; MILLINERY FASHION BUR.	HOTEL ASTOR GRAND BALLROOM
	Semi-Annual millinery fashion show for trade and press. Show will be followed by supper and dance. By invitation only. Contact: Millinery Stabilization Commission, 1450 Broadway, LO. 4-7800. Publicity: Mary Kelley, LO. 4-7800.		
Wednesday July 8 9:30 A.M. Breakfast	PRESS SHOWING OF FALL MILLINERY	IRENE OF NEW YORK	16 EAST 52ND STREET SALON
	Irene of New York invites the press to a showing of her Fall millinery collection. By invitation only. Publicity: Maud G. Moody, LE. 2-5562.		
Wednesday July 8 11:00 A.M.	FALL COLLECTION AT PRESS PREVIEW	JOHN FREDERICS, INC.	29 EAST 48TH STREET SALON
	The press will be invited to a preview of John Frederics collection of millinery for Fall. By invitation only. Publ.: Lily Davis, PL. 3-1010.		
Wednesday July 8 2:30 P.M.	PRESS PREVIEW OF FALL MILLINERY	LADDIE NORTHRIDGE	HOTEL PIERRE ROOF
	Laddie Northridge will present his Fall millinery collection to the press. By invitation only. Publicity: Donna Cannon, 104 E. 52 St., PL. 3-7072.		
Thursday July 9 10:30 A.M.	FALL MILLINERY AT PRESS SHOWING	SALLY VICTOR	18 EAST 53RD STREET SALON
	The press will be invited to a preview of Sally Victor's millinery collection for Fall. By invitation only. Contact: Mildred Josephs, at Sally Victor, PL. 3-7450.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday July 9 12:15 P.M. Luncheon	READY-TO-WEAR AND MILLINERY LUNCHEON	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
	Joint presentation of Fall ready-to-wear and millinery at The Fashion Group luncheon. Co-chairmen--Ready-to-Wear Committee: Elizabeth Ritter and Nancy Maxwell; Millinery Division: Maud G. Moody and Esther Lyman. Contact: The Fashion Group, CI. 7-3940.		
Friday July 10 10:30 A.M.	FALL MILLINERY AT PRESS PREVIEW	WALTER FLORELL	29 EAST 53RD STREET SALON
	Walter Florell will present his Fall millinery to the press. By invitation only. Publicity: Mildred Kaldor, 347 5th Ave., MU. 9-5420.		
Saturday July 11 1:30 P.M.	FALL FASHIONS FOR VISITING PRESS	MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM
	Sylvan Rich will present Martini Designed fashions for Fall to the visiting press. By invitation only. Publicity: Mildred Kaldor, 347 Fifth Ave., MU. 9-5420.		
Sunday July 12 10:00 A.M.- 1:00 P.M.	FALL JEWELRY PREVIEW AT BREAKFAST PARTY	TRIFARI, KRUSSMAN & FISHEL, INC.	16 EAST 40TH STREET SHOWROOM-4TH FLOOR
	Trifari, Krussman & Fishel will invite the out-of-town and N.Y. editors to a presentation of their Fall jewelry fashions. By invitation only. Publicity: Dorothy Lansing, 125 E. 50th St., PL. 9-7598.		
Sunday July 12 11:00 A.M. Brunch	FALL MILLINERY AT VISITING PRESS SHOW	EMME	PLACE TO BE ANNOUNCED
	Emme will present her Fall millinery collection during brunch for visiting press. By invitation only. Local press show, Mon., July 6 at 12:00 Noon. (See Pg. 5). Publ.: Mildred Kaldor, 347 5th Ave., MU.9-5420.		
Sunday July 12 12:15 P.M. Luncheon	FALL AND WINTER SHOE PREVIEW	KID LEATHER GUILD	HOTEL PIERRE ROOF GARDEN
	Luncheon and preview of Fall and Winter kid shoes and accessories. By invitation only. Publ.: Geri Matthau or Charline Osgood, WI. 7-0332.		
Sunday July 12 3:00 P.M. Cocktails	MILLINERY SHOW FOR VISITING EDITORS	SALLY VICTOR	18 EAST 53RD STREET SALON
	Fall millinery will be presented by Sally Victor to out-of-town press. By invitation. Local press show, Thursday, July 9 at 10:30 A.M. (See Pg. 5). Publicity: Mildred Josephs, PL. 3-7450.		
Sunday July 12 4:30 P.M.	PRESS SHOWING OF FALL COLLECTION	MARIA KRUM	41 WEST 56TH STREET SALON
	Visiting editors will be invited to a showing of Maria Krum's Fall collection. By invitation. Publicity: Helen Galland, CI. 7-3060.		
Sunday July 12 5:30 P.M.- 9:00 P.M.	COCKTAILS AND BUFFET FOR VISITING PRESS	FORSTMANN, INC. (30 ROCKEFELLER PLAZA)	SAVOY PLAZA HOTEL LE CHATEAU-11TH FLOOR
	Forstmann will invite the out-of-town press to cocktails and buffet supper. By invitation only. Publ.: Adelia Bird Ellis, CI. 5-8448.		
Sunday July 12 9:00 P.M. Champagne	CHAMPAGNE PARTY FOR OUT-OF-TOWN PRESS	WALTER FLORELL	29 EAST 53RD STREET SALON
	Fall millinery show for visiting editors. Local press, Friday, July 10 at 10:30 A.M. (See above). By invitation only. Publicity: Mildred Kaldor, 347 5th Ave., MU. 9-5420.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday July 13 10:00 A.M. Breakfast	PRESS PREVIEW OF FALL MILLINERY	BEATRICE MARTIN	HOTEL PLAZA BAROQUE ROOM
	Beatrice Martin will present her Fall millinery collection to the press. By invitation only. Publicity: Maud G. Moody, 347 5th Ave., LE. 2-5562.		
Monday July 13 7:00 P.M.	FALL SHOWING FOR VISITING PRESS	VARDEN PETITE	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
	Varden will present their Fall fashions to the visiting press. Show at 7:00 P.M. Buffet at 7:30 P.M. By invitation only. Publicity: Elsie Brandt at Varden, PE. 6-5460.		
Tuesday July 14 10:30 A.M.	FALL MILLINERY PREVIEW FOR LOCAL PRESS	MR. JOHN, INC.	53 EAST 57TH STREET SALON
	Millinery fashions for Fall will be presented by Mr. John P. John to the press. Showing for visiting editors at 5:00 P.M. By invitation only. Contact: Patricia E. Hart, or Peter Brandon, MU. 8-4906.		
Tuesday July 14 5:00 P.M.- 7:00 P.M. Cocktails	FASHIONS IN WOMEN'S WATCHES	WATCHMAKERS OF SWITZERLAND	STORK CLUB 3 EAST 53RD STREET
	"Fashions In Time - '53"--newest designs in feminine watches for the coming seasons. By invitation only, for the N.Y. and out-of-town editors. Sponsored by Foote, Cone & Belding, International. Publicity: Elizabeth Maher Associates, 424 Madison Ave., EL. 5-4248.		
Wednesday July 15 8:00 A.M. Breakfast	FALL MILLINERY SHOW FOR VISITING PRESS	IRENE OF NEW YORK	16 EAST 52ND STREET SALON
	Fall millinery collection by Irene of New York at a breakfast for out-of-town press. Local press show, Wednesday, July 8, at 9:30 A.M. (See Pg. 5). By invitation. Publicity: Maud G. Moody, 347 5th Ave., LE. 2-5562.		
Wednesday July 15 6:00 P.M.	FALL MILLINERY FOR VISITING EDITORS	JOHN FREDERICS, INC.	29 EAST 48TH STREET SALON
	John Frederics will present his Fall millinery to the visiting press. By invitation only. Local press show Wednesday, July 8 at 11:00 A.M. (See Pg. 5). Publicity: Lily Davis, PL. 3-1010.		
Wednesday July 15 7:00 P.M. Dinner Show	PRESS SHOWING OF FALL MILLINERY	MILLINERY FASHION BUREAU	WALDORF-ASTORIA EMPIRE ROOM
	The Millinery Fashion Bureau will invite the out-of-town and local press to dinner at 7:00 P.M., and fashion showing by leading millinery designers and manufacturers at 8:00 P.M. By invitation only. Publicity: Mary Kelley, 1450 Broadway, LO. 4-7800.		
Thursday July 16 8:00 A.M. Breakfast	FASHION SHOW FOR VISITING PRESS	BLUMENSTEIN, ROSS & LENTZ; RUDOLF; ARLE	PLACE TO BE ANNOUNCED
	Visiting press showing of Fall fashions by Blumenstein, Ross & Lentz; Arle; and Rudolf Gowns. By invitation only. Publicity: Mildred Kaldor, 347 Fifth Ave., MU. 9-5420.		
Thursday July 16 6:00 P.M. Tea	FALL BAG PREVIEW FOR THE PRESS	JOSEF (GOLD SEAL IMPORTERS, INC.)	SAVOY PLAZA LE CHATEAU
	Fall collection of Domestic and imported "Bags by Josef" for local and visiting press. By invitation only. Publicity: Viola Shefer, 745 Fifth Ave., PL. 3-3173.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday July 16 7:30 P.M. Cocktails	LEATHER FASHION SHOW FOR VISITING PRESS	LEATHER INDUSTRIES OF AMERICA	BROOKLYN MUSEUM EASTERN PKWAY, BKLYN

"Leather Originals"--preview for visiting press of leather fashions in shoes, accessories and ready-to-wear, with a fashion show and an exhibit tied in with the Modern 19th Century School of Art. Commentator: Michelle Murphy. Show at 9:00 P.M., champagne supper at 10:00 P.M. Transportation will be furnished. By invitation only. Publicity: Billie Gould, 411 5th Ave., MU. 6-7956.

OPENINGS IN IRELAND, ITALY, LONDON, PARIS, SPAIN

Thursday July 16	FALL PREVIEW IN IRELAND	SYBIL CONNOLLY OF DUBLIN	DUNSANY CASTLE DUBLIN, IRELAND

Sybil Connolly will present her Fall and Winter collection of country tweeds and her couture collection of daytime and evening wear in Ireland. Publicity: Rosemary Sheehan, 630 5th Ave., CI. 7-8060.

Beginning Monday July 20	OPENING OF ROMAN COUTURE COLLECTIONS	SINDACATO ITALIANO ALTO MODA	ROME, ITALY

Fall couture collectionsin Rome, Italy will be presented:
July 20: Giovanelli, Simonetta, Fabiani, Schuberth.
July 21: Battilocchi, Ferdinandi-Pucci, Fontana.
Contact: Rosemary Sheehan, 630 5th Ave., CI. 7-8060; or E. A. Bronzini of the Sindacato, 32 Piazza Di Spagna, Rome, Italy.

Beginning Wednesday July 22	OPENING OF COUTURE COLLECTIONS IN FLORENCE	ENTE ITALIANO DELLA MODA	FLORENCE, ITALY

The following designers will present their couture fashions in Florence, Italy: Antonelli, Capucci, Carosa, San Lorenzo, Marucelli, Vanna, Veneziani. Contact: G.B. Giorgini, 1 Piazza S. Trinita, Florence, Italy.

Beginning Monday July 27	SCHEDULE OF LONDON COUTURE PREVIEWS	INCORPORATED SOCIETY OF LONDON FASHION DESIGNERS	36 BRUTON PLACE LONDON W-1, ENGLAND

July 27: Hardy Amies, Digby Morton, Peter Russell, Victor Stiebel.
July 28: John Cavanagh, Charles Creed, Mattli, Worth.
July 29: Norman Hartnell, Lachasse, Michael Sherard.
Contact: Lilian Hyder, 36 Bruton Place, London, W-1, England.

Beginning Monday July 27	OPENING OF PARIS COUTURE COLLECTIONS	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE

July 27: Desses, Fath, Patou.
July 28: Balmain, Heim, Serge Kogan, Lafaurie, Manguin.
July 29: Dior (Tentatively), Alex Maguy, Paquin, Madeleine de Rauch.
July 30: Lanvin, Schiaparelli.
July 31: Gres, Griffe.
Aug. 1: Maggy Rouff.
Contact: Chambre Syndicale, 102 Rue du Faubourg, St.-Honore, Paris.

Beginning Wednesday August 5-August 6-August 7	OPENING OF SPANISH COUTURE COLLECTIONS	COOPERATIVA DE ALTA COSTURA	BARCELONA, SPAIN

Couturier collections by Bastida, Eulalia, Flotante, Pertegaz, Rodriguez. Contact: Lucien Goetsch, Goetsch y Cia, Serrano 14, Madrid; or Rosemary Sheehan, 630 5th Ave., CI. 7-8060.

MOVIES...MUSIC...THEATRE...TELEVISION

Monday
June 15
9:00 P.M.-
11:00 P.M.

TELEVISION: "FORD 50TH ANNIVERSARY SHOW" WNBT & WCBS-TV, CHANNELS 4 & 2
Broadway producer Leland Hayward will make his TV debut as producer of the Ford 50th Anniversary Show. Celebrities include: Mary Martin and Ethel Merman, in a series of duets; Marian Anderson; Oscar Hammerstein II; Howard Lindsay; Dorothy Stickney; Ed Murrow; and William L. Laurence, science reporter of the N.Y. Times, in a survey of the atomic age. Mary Martin will also be featured in a satiric skit on the fashion changes in the feminine silhouette (1903-53). There will also be dance production numbers and bathing suit styles of the last five decades. Director: Clark Jones. Costumes: Irene Sharaff. NBC Publicity: Priscilla Campbell, CI. 7-8300. CBS Publicity: Hank Warner, PL. 1-2345.

Wednesday
June 17

PREMIERE: "PICKUP ON SOUTH STREET" (Movie) ROXY THEATRE, 7TH AVE.& 50TH
20th Century Fox production of a pickpocket who picks the wrong pocketbook. Starring: Richard Widmark, Jean Peters, Thelma Ritter. Producer: Jules Schermer. Director: Samuel Fuller. Costumes: Travilla. 20th Century Fox Publicity: Ed Feldman, CO. 5-3320.

Thursday
June 18

PREMIERE: "DANGEROUS WHEN WET" (Movie) RADIO CITY MUSIC HALL
MGM Technicolor musical production about a swimmer who swims the English Channel as a publicity stunt to promote a new product. Starring: Esther Williams, Fernando Lamas, Jack Carson, with Charlotte Greenwood, Denise Darcel. Producer: George Wells. Director: Charles Walters. Costumes: Helen Rose. MGM Publicity: Herbert Crooker or Frances Lane, JU. 2-2000. Music Hall Publicity: Fred Lynch, CI. 6-4600.

Friday
June 19

PREMIERE: "THE 5000 FINGERS OF DR. T" (Movie) CRITERION THEA.,B'WAY& 45TH
Stanley Kramer's Technicolor musical production, released by Columbia Pictures, about a boy who hates piano lessons; and the fantasy that follows. Starring: Peter Lind Hayes, Mary Healy, Hans Conreid, Tommy Rettig. Director: Roy Rowland. Costumes: Jean Louis. Publicity: Hortense Schorr, CI. 5-5000.

Wednesday
June 24

PREMIERE: "MELBA" (Movie) CAPITOL THEATRE, B'WAY AT 51ST STREET
S. P. Eagle's musical Technicolor production, released by United Artists, of the glamorous opera star, Nellie Melba. (Gala world premiere Wednesday evening, June 24, for the benefit of the United Cerebral Palsy Fund.) Starring: Patrice Munsel with Robert Morley, John Justin, Martita Hunt, John McCallum, Alec Clunes, Sybil Thorndike, Violetta Elvin. Director: Lewis Milestone. Costumes: Sophie Harris. Operatic costumes: Beatrice Dawson. United Artists Publicity: Tess Michaels, CI. 5-6000. Capitol Theatre Publicity: Paula Gould, JU. 2-2000.

Week
Of
June 22

FIRST WEEK: STADIUM CONCERTS, LEWISOHN STADIUM, 138 ST.& AMSTERDAM AVE.
Mon., June 22: Zino Francescatti; Mendelsohn's Violin Concerto.
Tues., June 23: French program; Leonard Bernstein conducting.
Wed., June 24: Schumann program; Aldo Parisat, A Minor Cello Concerto.
Thurs., June 25: "Gala Latin American Fiesta", N.Y. premiere Villa-Lobos' Piano Concerto #4, Bernardo Segall; Yma Sumac & Co. in Andean songs.
Sat., June 27: "Kern-Hammerstein Night" featuring "Show Boat".
Price: 30¢ to $1.20. Publicity: Miss Alix B. Williamson, CI. 6-4462.

Beginning
Thursday
June 25-
Sept. 7

OPENING: "A NIGHT IN VENICE" JONES BEACH STADIUM, JONES BEACH, L. I.
Mike Todd will present his musical extravaganza at Jones Beach. Director: Samuel Liff. Costumes: Raoul Pene DeBois. Prices: $.60-$4.80. Publicity: Bill Doll, MU. 2-6129.